



THE CIRCULAR COAT . . . Important features of this new wide spring coat are the cardigan neckline, giant low placed pockets and cropped sleeves. A pebbly, creamy wool gives new dimensions of luxury to this new coat, says the Wool Bureau.

## Coats Stage Comeback In Color Glory Blaze

Shoulders are widened with a rounded motion—semi-fitted coats often reveal dramatic cape-effects in the black—elbow skimming sleeves offer a new freedom of movement. Coats with full five-yard sweep are almost full circles and are kissin' cousins to capes in their detailing.

Slim coats with rounder backs and broader backs step forth in double breasted models. Full-looking coats with straight backs are here to give milady a brilliant, elegant look.

The collarless, cardigan styled coat—a la Chanel is the newsmaker fashion. The wedding ring collar, halo collar and scarf stole are all flattering and feminine looking for almost every woman.

Heavenly fleeces, spongy looped mohairs, suiting-weight knits, ottomans, crisp, dry monotone and checked, plaid and color-with-color tweeds are the fabric wonders of the new season.

And—there's never been such delectable color variety in the gayest Easter egg collections as there is in coats.

Picture hot pink and lovely lilac, strawberry, orange, apricot, azalea . . . look for pistachio, citron, yellows, a gamut of clear reds and a galaxy of vivid blues.

White is the purest white ever, and blacks sparkle in new weaves that look like they have been waxed and polished.

These yummy colors run from palest but sparkling neutrals to the brightest of the bright—to make the color story in coats a veritable kaleidoscope of exciting mood hues.

There's a wonderful excuse to buy a new spring coat this year! No matter how smart your old coat may be—dollars to donuts, it's not in one of the exciting bold pastels that are the hallmarks of the

## Simulated Pearls New Beauty Rival

A new simulated pearl called "Perle de Mer" has been developed specifically to fill the growing demand for fine quality pearls of larger diameter.

These pearls, which are almost indistinguishable from the genuine cultured pearls are simulated from the finest component raw materials under elaborately controlled manufacturing conditions by the Richelieu Company, makers of fine jewelry.

Since oysters may take seven years or more to produce a fine-quality pearl of large diameter, few owners of cultured pearl beds are willing to keep their investment tied up under water for that period of time.

In addition, few oysters are capable of growing pearls over eight millimeters in size. The new pearls by Richelieu are produced in just six days and have the natural inner-glow and iridescence, harder texture and depth of color that make cultured pearls so desirable.

For those who can afford them—fine cultured pearls: 9mm, 10 mm and larger sizes are very much in demand (and in short supply) but prices are as high as \$7,500.

A single strand of Richelieu's "Perle de Mer" sells for a fraction of the cost of comparable sized cultured pearls.

They are available in 8mm to 12mm in uniform strands, and are also graduated up to 14mm.

## Jewelry Keyed to Color Story in New Bold Look

Not in many seasons has there been quite so much news in the jewelry story. The importance designers have placed on jewelry for spring appears to stem from a renewed, real interest in jewelry by women all over the country.

Take necklaces first, as they seem to be the great-love at the moment. Beads are bigger, brighter and more lavish than ever. Some of the beads are as large as the old-fashioned "jaw breakers." Most feature three or more strands. Jeweled collars (an airy variation on beads) will not be quite so popular as the beads, but they are lovely and offer change-about possibilities for the many collarless fashions.

Wooden beads are perhaps the newest. These appear in color or natural. They're carved smoothly or in abstract shapes. Crystal, already taking the country by storm, will be more popular than ever. Jet has been revived with greater interest, and is often seen mixed with crystal.

Lilac, beige, lime, yellow and lobster-pink are the favorite bead colors. Many times these are combined with shadings of the same colors. And, sometimes the contrast or shading comes through a mottled effect on each bead.

While we're at the point of pins . . . they are tremendous this season, in both size and

beauty. Part of the excitement is in the way they will be worn. With two or three that are all alike in the jewel box, they serve as "instant" buttons to dress up a jacket or costume. Or, one may be attached to the belt and another to the handbag.

**It's For EASTER LOVLINESS**

Fashoin Special  
**Caryl Richards**  
PERMANENT WAVE FOR \$12.50  
**COMB OUT**  
21756 Hawthorne  
Del Amo Shopping Center in Magic Chef Market Building  
FR 1-6515

## beautiful Easter news



### the party line is bouffant spring scoop

Beautiful fashion to set the spring mood . . . a party-pretty dress of crisp acetate, with lacy design etched in frothy white on silk-look pastels. The high-rising waistline gives a lovely feminine shaping. 10-16.

**5.99**

Other Fashions for Juniors, Misses and Half - Sizes 10 to 24½  
3.99 to 8.99

**MODE O'DAY**

1119 Sartori, Downtown Torrance

# Newberrys EASTER SALE

South Bay Center 174th & Hawthorne Blvd. Downtown Torrance 1275 Sartori Street Crenshaw-Imperial SHOPPING CENTER Redondo Triangle 302 Harbor Drive Westchester 8801 So. Sepulveda Blvd.

## LOOK! BIG SPRING VALUES FOR HER

### OUR FAMOUS "LILAC AND LOVELIES" DRESSES

machine washable Dacron batiste

**2<sup>77</sup> to 4.77**

Such sweet little care-free confections! In such exquisite pastel colors—Spring-important LILAC, also blue, apricot or mint! All richly frosted with lovely lace and embroidery trims. All have full skirts, tie belts or sashes. Sheer Dacron polyester batiste—machine washable, needs but a flick of the iron.

Sizes 1-3 . . . 2.77;  
sizes 4-6X . . . 3.77;  
sizes 7-14 . . . 4.77.



### TWINKLY BLACK PATENTS FOR YOUNG EASTER BELLES

**1<sup>99</sup> to 3<sup>49</sup>**

Shoes to thrill every fashion-conscious young miss! Drowsy pumps of gleaming black patent leather styled with change-about SWIVEL STRAPS, flat or dainty "Queen Ann" heels. All punctuated with pretty bows, some a-glimmer with rhinestones! Sizes 8½ to 12, 12½ to 3.

**BABIES' DRESSES**

**1<sup>99</sup>**

Imported handmade and hand embroidered, with dainty yokes, collars, lace trims. White, pink, maize, mint. Infants' size. DRESS & SLIP SETS . . . 2.99

**GIRLS' WHITE COTTON SLIPS**

**1<sup>27</sup>**  
REG. 1.59

Just one from Newberrys big, fresh spring selection! All so well-made, tops in value! Sizes 4-14.

**GIRLS' BLOUSES** **1<sup>59</sup>**  
TO 2.49

See our huge selection of blouses in solids and patterns. Some with lace trims and others colorfully embroidered. Sizes 3-6x and 7-14.

**GIRLS' PANTIES** **39<sup>c</sup>**  
TO 59<sup>c</sup>

Large assortment of girls panties in cotton, rayon, acetate and nylon. Some with lace trim. Assorted colors. Sizes 2-14.

**LADIES' BOUFFANTS** **2<sup>99</sup>**  
TO 5.99

Big selection of ladies bouffants for your selection. 2 and 3 tier nylon net with tricot top for smooth fit. Sizes S-M-L.

**Ladies' Fancy Trim Panties** **1<sup>00</sup>**

Sizes 3-6-7. 100% nylon panty with nylon lace trim. Assorted colors.

**BONNETS FOR BABY**

For the Easter Parade

- Organdy
- Pique
- Nylon

**1<sup>00</sup> to 1<sup>99</sup>**

**BONNETS** galore, dainty and picture-pretty. At Newberrys low price they're breath-taking. Choose from eyelet organdy, pique, eyelet and embroidered nylon. Many styles and trims. White, pastels.

**TODDLERS' BONNETS** . . . Spring bonnets to compliment any Easter coat. Many picture-pretty, face-framing styles. Dainty embroidered nylons and eyelet piques with buds, flowers, and bow trims. Pink, blue, maize, white. Sizes 13-14-15. **1<sup>00</sup> TO 2<sup>99</sup>**

**Movie Star**

**NYLON TRICOT SLIPS** **2<sup>99</sup>**

**40 GAUGE 15 DENIER WOMEN'S NYLONS**

Newberrys own Hymos brand first quality nylon finished for smooth fit. Colors: Suntan, Mistone, Bigstone. Sizes 8½-14.

**69<sup>c</sup> pr.**

**WOMEN'S SEAMLESS NYLONS**

474 needle 15 denier sheer seamless nylon with wide head and demi-toe. First quality. Spring fashion colors. 8½-14.

**98<sup>c</sup> pr.**

**TEEN AGE NYLONS**

Seamless micro-mesh run-resistant nylons that teen-agers prefer. Come in new spring shades. Size 4-10.

**89<sup>c</sup> pr.**

**BUSTER BROWN ANKLETS** 29c and 39c

High fashion new glamour slips, loaded with lace for feminine flattery . . . and with extra quality features like shadow skirts and shadow panels. Sizes 32-44. Other styles . . . . . 1.99 to 3.99